

## ORDER



WAVY

**Orders**  
**Order / Rev:** 219310  
**Alt Order #:**  
**Product Desc:** 11/3-11/6 LCV SENATE MAJORITY  
**Estimate:** 2220  
**Flight Dates:** 11/03/12 - 11/06/12  
**Original Date / Rev:** 11/02/12 / 11/02/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/LCV Senate Majority  
**Demographic:** A25-54  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN14921

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	17	\$74,050.00	\$62,942.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$74,050.00	\$62,942.50	0.00
<b>Totals</b>	<b>17</b>	<b>\$74,050.00</b>	<b>\$62,942.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
				WAVY News 10 Sa 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$2,000.00		0.00			
N 2	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				WAVY News 10 Sa 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$3,000.00		0.00			
N 3	WAVY	11/03/12	11/03/12	Today Show Sa	CM	8a-10a	-----S-	:30	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
				Today Show Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$4,000.00		0.00			
N 4	WAVY	11/04/12	11/04/12	WAVY News 10 Sunday 6a	CM	6a-7a	-----S	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
				WAVY News 10 Sunday 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$2,000.00		0.00			
N 5	WAVY	11/04/12	11/04/12	WAVY News 10 Sunday 7a	CM	7a-8a	-----S	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				WAVY News 10 Sunday 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$3,000.00		0.00			
N 6	WAVY	11/04/12	11/04/12	WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				WAVY News 10 Sun 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$3,000.00		0.00			

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Advertiser: POL/LCV Senate Majority  
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 Estimate: 2220

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WAVY	11/04/12	11/04/12	Su 1a-2a Su 1-2a	CM	1a-2a	-----S	:30	1	\$50.00	P1	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$50.00		0.00			
N 8	WAVY	11/05/12	11/06/12	WAVY Early Today New6M WAVY News @ 430a	CM	430-5a	MT-----	:30	2	\$1,000.00	P1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	MT-----		2				\$1,000.00		0.00			
N 9	WAVY	11/05/12	11/06/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	MT-----	:30	2	\$6,000.00	P1	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	MT-----		2				\$6,000.00		0.00			
N 10	WAVY	11/05/12	11/05/12	Mon Prime Other 2 Monday 8-10op	CM	8-10p	M-----	:30	1	\$20,000.00	P1	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$20,000.00		0.00			
N 11	WAVY	11/05/12	11/05/12	Mon Hour 3 Monday 10-11p	CM	10p-11p	M-----	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$10,000.00		0.00			
N 12	WAVY	11/05/12	11/05/12	LN M-F M-F News 10 @11	CM	11p-1130p	M-----	:30	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$6,000.00		0.00			
N 13	WAVY	11/06/12	11/06/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	-T-----	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$3,000.00		0.00			
Totals													17	\$74,050.00	